conventional radio broadcast, for example, a song may be introduced with a DJ introduction, the song is then played, and is followed by an advertisement, a weather report, and then another song may be introduced and played. Where there is a choice of DJ's, each available DJ may be associated with a different algorithm for deciding which item, such as a song, will be played will be next. The user may optionally choose not to include any DJ introductions in the virtual broadcast.--.

IN THE CLAIMS:

Claim 1 has been amended to read as follows:

1. A method for generating a virtual broadcast on a virtual broadcast device, the method comprising:

downloading and storing data comprising content and other information to be integrated into the virtual broadcast from a Web site to the virtual broadcast device in any order; and

organizing the data on the virtual broadcast device into a particular order for the virtual broadcast according to a selected algorithm provided on the virtual broadcast device.